

REMARKS

Reconsideration of the pending application is respectfully requested.

Also, Applicant would like to thank the Examiner for his courtesy and professionalism extended to Applicant during the telephonic interview on Jan. 28, 2004.

Rejections under Sec. 102

Claims 4-13 are rejected under 35 USC Sec. 102(b) as being anticipated by Hanson. Applicant respectfully traverses the rejection and will explain below.

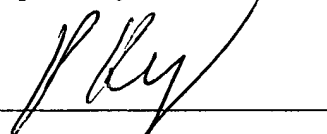
As discussed during the telephonic interview, Hanson's system is directed to having the users, or Internet clients, choose to see a particular advertiser's message, after seeing the advertisers most willing to pay for the user's attention. The present invention, to the contrary, places the burden of determining the cost of an impression on the advertisers who are bidding. The users are thus oblivious to any bidding activities; neither are the users paid, nor reimbursed, by the advertisers.

Additionally, with respect to the wireless network connection, Applicant would like to point out that the "profile information" that is passed by the server to the advertisers for their bidding does not include any identifiers that would uniquely identify the Internet client, beyond the current server/client session. This way, the Internet client's privacy is preserved through the server, while the advertisers are prevented from saving the profile information and any corresponding identifier to begin creating their own profile data base. (Specification, Paragraph Nos. 28, 34, page 5, 6)

For the above reasons, Applicant respectfully submits that the present invention, as claimed, is clearly distinguishable over Hanson. Applicant respectfully request that the Examiner's rejection be withdrawn.

The Examiner is encouraged to contact the undersigned Attorney to discuss any matter relating to the present application.

Respectfully submitted,

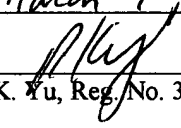


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I hereby certify that this correspondence is being deposited with the US Postal Service with sufficient postage as First Class mail in an envelop addressed to Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on this date:

March 1, 2004

By


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